

# WHY SHOULD SOMEONE DO BUSINESS WITH YOU?

The purpose of every business, large and small, is to get and keep customers. To do it well. To do it everyday. It is the ongoing responsibility of everyone in the organization to ask the questions and to search out the answers to determine 'why someone should do business with them...rather than someone else'--and to ensure those answers are clearly evident to their customers.

Every business must do this to create customer loyalty and to ensure their own business longevity. After all, a business without customers...isn't.

To answer this tough question accurately requires an observant eye, an innovative mind and a great deal of practical information. **Wade offers just that in this most-requested, fast-paced program.** Developed to encourage interaction, it assists participants broaden their business perspective and begin the vital information-gathering process.

Wade connects quickly with participants, involving them, challenging them from the onset. Facts are presented. Questions are asked. Specific "action" techniques, strategies and relevant examples are outlined.

**By program's end these business issues will have been discussed:**

- Developing memorable marketing strategies
- Providing "loyalizing" service
- Maximizing staff productivity
- Learn what it takes to make money
- Demonstrating effective leadership

**This course comes with the companion Books "Turning Clever into Cash" (Volume I, II).**

